Pioneer Days week is here!

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Want to know how hot or cold it got during past week?
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Chargers have a bright outlook for the 1981 football season, says coach Jim Miller.
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Ellen Szymaszek is crowned first Miss Pioneer Days following pageant held Sunday night at Carbondale Area High School. Placing the crown on her head is Mary Ann Speicher, finalist, Miss United States Teenager Pageant. Runners-up were: Collen Judge, Kristina Salko, Faith Ann Liuzzo, and Kara Pilewicz. (Mirror photo by Ros-Al)

WCDL sale final this week

By NAN WATERS

The long-awaited sale of WCDL, Carbondale's only radio station, located at 127 Salem Road, is imminent, according to a station spokesperson.

The final closing of the transaction between the present owners, Stainless Broadcasting Co. of North Wales, Pa., and the new owners, Life-Style Productions Inc., of New Jersey, is expected to take place either today or tomorrow in the offices of a Scranton bank.

No price told

No purchase price has been mentioned for the transfer of the AM-FM ABC affiliate, whose format consists of adult contemporary "middle of the road" music.

According to station General Manager Marge Zapotosky, the delay in the finalization, postponed twice, from July 27 and Aug. 14, is due to tying up loose ends in regard to Federal Communications Commission (FCC) regulations governing the sale.

Final FCC approval took place in April.

Reportedly, Stainless was required, under FCC rulings, to dispose of the local outlet some 18 months ago, after it acquired WRAK AM-FM, Williamsport.

The company also owns WICZ-TV, Binghamton, N.Y.

Henry Guziewicz is president of Stainless and Noble Blackwell of Life-Style Productions, Inc.

Changes?

Whether or not there will be any personnel changes among the 16 WCDL staff, Mrs. Zapotosky could not say this week.

While it is not uncommon for companies acquiring new station properties to change station formats and personnel, the general manager could not be definite on any of these.

She could not comment on whether or not Blackwell might expand the facilities on Salem Mountain, change its call letters, or separate the AM and FM broadcasting units.

"There may be a gradual process of change," Mrs. Zapotosky noted.

The station manager told the MIRROR last week that although she was already planning to retire, she did "tell Mr. Blackwell I would at least stay on through the transition period."

"Right now," she added, "we are in an 'iffy' situation."

Mrs. Zapotosky, a South Canaan resident, joined WCDL as a bookkeeper in 1952 and rose to the post of general manager.

The station has been operated under absentee ownership, she pointed out, since its inception Jan. 1, 1950, when it was opened by Carbondale Broadcasting Co. on the second floor of the old M&M Bank Building on North Main Street.

Relocated to mountain

Two years later the facilities were relocated to the Salem Mountain site. The station was sold Sept. 1, 1977, to Stainless.

The AM station, at 1440 on the dial, operates from 6 a.m. to sunset daily. FM, at 94.3 megahuritz, is heard from 6 a.m. to midnight daily, and Sunday from 8 a.m. to midnight.

WCDL has long been known to listeners in the area for its excellent sports coverage, including regional basketball and football games.

St. Joseph's Hospital installs new comm center

By PETE SMITH

In an effort to provide quicker service for those who call St. Joseph's Hospital, and provide quick and efficient communication within the hospital, a new Dimension computerized telephone system went into effect at St. Joseph's Hospital, Carbondale, this week.

According to Sister M. Cephs Ryan, I.H.M., the hospital's Executive Director, St. Joseph's switched over to the system at 12:05 a.m. Sunday. Noting the versatility of the new system, Sister said that employees will be able to transfer calls faster, talk with two parties simultaneously, and "program" a code into the phone to give it certain instructions.

What the new system can do and the problems it will eliminate were explained to St. Joseph's employees during a series of Inservices held at the hospital board room by trained personnel.

"Those calling the hospital will no longer hear the usual series of whirs, clicks and buzzes or have the waits in between calls that were characteristic of the old system," explained Sister Cephas. "Those who must be put on hold for any reason will be greeted with soft music while they are waiting." She explained that since the noises usually produced by the previous phone lines have been eliminated, to ensure the caller that he or she has not been cut off, a muzak was incorporated into the system. "Otherwise there would be dead silence," the Executive Director pointed out.

The system, which is being installed throughout the hospital by Bell Telephone, will include new telephones in each of the patients' rooms and in each of the offices.

Some of the features employed by the new system include the ability for calls to be transferred to another department, the chance to talk with two parties simultaneously, an automatic callback system, call pickup to answer a ringing phone in the pickup group.

The automatic callback system enables an employee within the hospital to reach another employee in another department even if the phone is busy. By programming a certain code into the machine, the minute that line is free, the phone will ring announcing that the line is clear.

The call pickup system eliminates an age-old problem that has plagued departments. Sister Cephas explains: "A good example of the call pickup is when a phone across the hall is ringing and you want to answer it. Instead of running across the hall to get the phone and possibly have that caller hang up, you just punch in a code on your phone (the buttons at the base of the phone have been eliminated) and pick up the call without leaving your desk."

There is an additional feature on the phone which will enable hospital employees who try to call out on a Scranton line but have been greeted by a busy signal. Again, by programming a code into the phone, once that line has been freed, the employee will be called back.

Sister Cephas also pointed out to The Mirror an interesting facet about the phone. "Not only do you 'talk' to it -- it 'talks' to you." Sister was apparently referring to a series of tones and sounds that the phone makes as it is programmed. It is by these

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Many events crowd Pioneer Days calendar

Wednesday, Aug. 26

8 a.m., second annual Carbondale Police Department -- Pioneer Days police combat pistol competition, all day at the Carbondale Area High School field; 1-5 p.m., free glaucoma screening sponsored by St. Joseph's Hospital, at city hall; 5:30 p.m., Methodist "Beaus and Belles"; 6 p.m., Red Correll and His Square Dancers; 7 p.m., YMCA gymnastics exhibition; 8:30 p.m., featured band, Abilene.

Thursday, Aug. 27

Gentex Night

1-5 p.m., free blood pressure screening sponsored by Carbondale General Hospital, at city hall; 6 p.m., Carbondale Karate Club martial arts exhibition; 7 p.m., The Civic Dancers; 8:30 p.m., featured band, Dodge City.

Friday, Aug. 28

Scranton Times Night

4 p.m., The United States Air Force Band of the East and the Ambassadors; 6:30 p.m., Pearl's Twirlers; 8:30 p.m., featured band, TNT; 10 p.m., spectacular fireworks show.

Saturday, Aug. 29

Scranton Tribune Night

9 a.m., First National Bank of Carbondale -- Pioneer 10,000-meter run; 1 p.m., big parade, featuring Clayton Moore of Lone Ranger fame, Oscar Robertson, and retired boxing champion, Carmen Basilio; 5 p.m., the United States Air Force Band of the East, encore; 7 p.m., Uncle Ted and his magic show; 8:30 p.m., featured band, The Poets, with Frankie and the Corvettes and Macho Men.

All events will take place in Memorial Park, across from city hall unless otherwise indicated.

Woman wins new car

Camille Pallotta, Palisades Park, N.J., was awarded a 1982 Chevy Malibu at the Sacred Heart of Mary Church Festival in Jermyn Sunday night, according to Father Thomas J. Hannigan, church pastor.

Other winners were: "a chair of cheer," Jack Smith, Dunmore; $100 savings bond, Peg Mazza, Carbondale; $50 cash, Mary Bell, Jermyn; a horn of plenty, Ann Tomcavage, Mayfield; hooked rug, Marie Essig, RD, Carbondale; afghan, Joe Petorak, Jermyn; and a quilt, Joe Shaver, Shavertown.

Big issue made about little first issue

By NAN WATERS

Born to Mr. and Mrs. Paul Starzer, at 64 Fallbrook Street, Carbondale, Pa., 18407, Aug. 19, 1981, an eight-page, six-columns-wide weekly newspaper, which has been christened the CARBONDALE MIRROR.

Parents and baby are doing well, thank you!

The delivery took place at the Polish Weekly Straz Printing Company in Scranton, with a press run of several thousand, most of which sold out within the first few days.

The attending "physician" was Straz press foreman Jack Wanieski. Attending midwives were Pete Smith, night editor, and Nan Waters, features editor.

The baby MIRROR's gestation period was some 10 months, since its Daddy left another weekly paper in the Carbondale area. Mrs. Starzer, office manager and experienced typesetter, is the former Bernadette Cerra of Carbondale.

The delivery was accomplished with the assistance of the most modern equipment -- Comp/set 4510, Comp/set 504, and 5404. The baby was born with a six-column format, instead of the traditional eight, making for a more readable newspaper.

The birth of a newspaper is always good news.

No formal announcements were sent out by its proud parents. It wasn't necessary.

Perhaps because of the number of recent deaths among its (daily afternoon) relatives, the arrival of the MIRROR caused quite a flurry. Its distant (daily) cousins, the Scrantonian-Tribune, the Scranton Times, and the weekly Forest City News, welcomed it with proper celebration, for which its parents are most grateful.

Its media relatives, TV Channels 22 and 16, also attended the lying-in extending cordial congratulations, for which Mom and Dad say "Many thanks!"

And the many, many friends and relatives of the new parents, from near and far, were most gracious in their congratulations and best wishes for the MIRROR's long and happy life. Letters, notes, telephone calls, flowers and plants, all in the welcoming spirit, descended upon the infant and its family. A lot of them, in fact, have asked to pay for the privilege of a weekly progress report, each Wednesday, on the infant's success. The parents are happy to oblige.

Although born a month later than expected, the MIRROR was a trifle under-sized. But, as obstetricians and pediatricians are quick to point out, birth weight does not often have too profound an effect on the later weight of the growing child.

The MIRROR will, its parents are assured, grow and prosper, with proper nourishment from its advertisers, and with a healthy dose of Vitamins A (for accuracy); E (for excellence) and F (for fairness and factual content.)

Its arrival will be duly celebrated at a grand opening party later on, when its Mom and Dad have recovered from the hectic times preceding its birth.

As for now, like all ecstatic new parents, they're busy, happy, over-tired, and just a little cramped for space.

And isn't that the way it is with all new parents....

CONGRATULATING Mr. and Mrs. Paul Starzer, left, major stockholders of the Carbondale Mirror are John Kameen, publisher of the Forest City News, second from right, and John Hart, Scrantonian-Tribune writer. Carbondale News Media Association met Sunday at Crystal Lake Hotel. (Mirror photo by Ros-Al)